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ICESCO



HEYDAR ALIYEV
FOUNDATION



ICESCO-AZERBAIJAN
NATAVAN HERITAGE
EXCELLENCE AWARD

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for the best practice in the Promotion, Innovations and effective
management in Safeguarding and the heritage in the Islamic world.
It celebrates excellence in heritage management.



Introduction

In honor of the Azerbaijani public figure Khurshidbanu Natavan, ICESCO and Heydar Aliyev Foundation are launching the ICESCO-Azerbaijan Natavan Excellence Award for best practice in promoting and profiling the best practice in the management and conservation of heritage assists in the Islamic World.

Effective conservation and management of heritage has a profound impact on people's identity and guarantees future generation with a heritage to be proud of. Given the current concerns in the world caused by unsustainable developments, conflict and climate change humanity faces many challenges, which threaten the heritage of the world. Due to the rapid and numerous challenges, facing our heritage there is need for an environment, which encourages innovative and technologically sound thinking to ensure that our heritage provides for the current and future generations in the Islamic world.

The Award recognize and promote best practices in the conservation and management of tangible heritage and increase promotion and appreciation of the heritage in the Islamic world. It encourages excellent initiatives, which ensure remembering and celebrating the best of the heritage within our world. It aims to highlight the innovative practices in conservation and management of heritage in terms of skills used as well as social and economic impacts of the project on local communities.

The Award is for innovative individuals and organizations whose ideas are recognized to demonstrate an exceptional level of implementation, impact and public engagement to ensure conservation and management of the heritage in a sustainable way.

The award is named in honor of the Azerbaijani public figure **Khurshidbanu Natavan**, celebrating her charity, social activism, and philanthropy in safeguarding cultural heritage. Natavan, a prominent Azerbaijani poetess and philanthropist, played a vital role in preserving and promoting both tangible and intangible heritage in the 19th century. As the daughter of the last ruler of the Karabakh Khanate, she not only enriched Azerbaijani literature with her poetic works but

also supported cultural initiatives, fostering artistic expression and community welfare. **Natavan**

was instrumental in restoring historic structures, sponsoring local artisans, and promoting the rich musical, literary and other traditions of Karabakh. Her efforts in philanthropy and cultural preservation left a lasting legacy, making her a symbol of resilience and cultural pride in Azerbaijan.

Khurshidbanu left an eternal mark in the memories of the Shushavians. The springs built by Natavan from famous Shusha white stones were called «Natavan springs» and were also considered historical monuments under protection.



Aims and objectives

The **Natavan Heritage Award** for Cultural Heritage aims to highlight the best practices in conservation and management within ICESCO Member States. It encourages the adoption of advanced methods and fostering collaboration among

countries to preserve and enhance their heritage. The award also seeks to recognize and celebrate the contributions of exceptional individuals whose efforts demonstrate excellence in the safeguarding of cultural heritage.

The Award Prize

The Winning Project

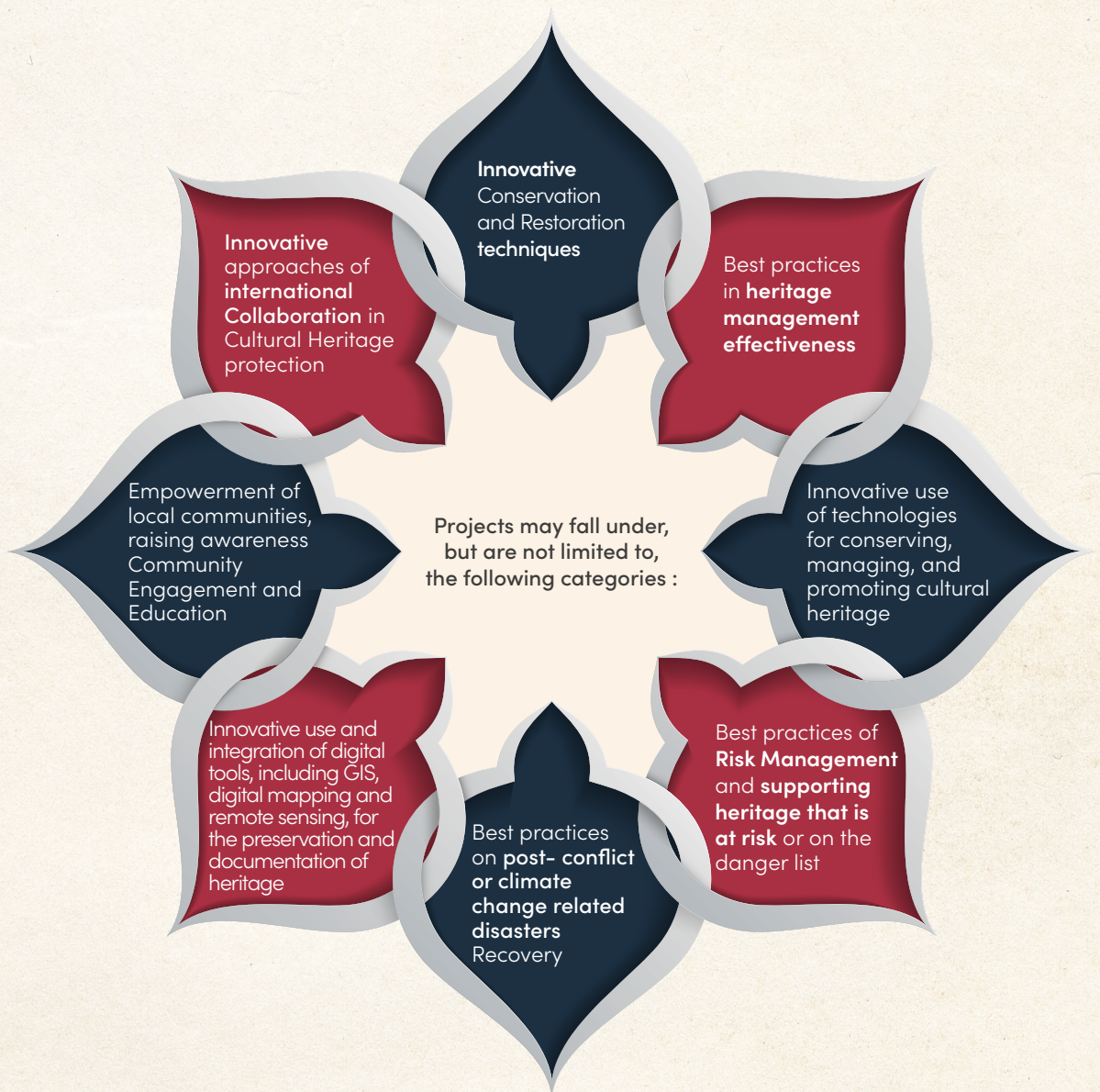
The Winning Individual

100,000\$ USD

30,000\$ USD

Eligible Project Areas for Submission

The award is designed to recognize projects focused on the conservation, restoration, and rehabilitation of tangible cultural heritage.



Project Award Eligibility Criteria

- The project should be implemented within one of ICESCO'S state members.
- Governmental organizations and non-governmental organizations in one of ICESCO Member states are eligible to submit their projects to the award.
- Non-governmental organizations should be founded and led by nationals from one of ICESCO member states.
- The project should be implemented and completed within 3 years prior to the year of the award announcement.
- The project implemented in one of heritage sites listed in the ICESCO Islamic world heritage list has priority to be shortlisted.
- The application should be submitted according to the timeline of the award and no exception can be made for any circumstances.
- Any project submitted for consideration must be original and previously unsubmitted to any prior cycles of this award.

Award Eligibility Criteria

- Organisations, institutions, Practitioners and decision-makers engaged in the protection and promotion of cultural heritage through the development of effective policies, strategic planning, institutional leadership, or resource mobilization.
- Organisations, institutions, Practitioners and decision-makers who have made an outstanding impact in the conservation, restoration, or management of cultural heritage. Individuals' maybe, architects, conservators, curators, site managers, and other technical specialists whose work demonstrates exceptional quality, innovation, or influence in preserving cultural heritage.



Award timeline



Through this award, ICESCO seeks to promote and showcase best practices in heritage management across the Islamic world.



The Heydar Aliyev Foundation

The Heydar Aliyev Foundation has been established on the grounds of the nation's wish to express its esteem for the memory of **Heydar Aliyev**, who entered our history as a builder of an independent state, and the necessity of reflecting his rich moral heritage, underlining the importance for our country of the philosophy of Azerbaijanism and cultivating the national statehood ideas in our children.

Since its establishment in 2004, the Heydar Aliyev Foundation has been actively contributing to Sustainable development in the world by implementing various projects in Education, Public Health, Culture, Sports, Science and Technology, the Environment, and other sectors. The Foundation has successfully led many initiatives in the cultural sphere, including supporting the restoration of numerous cultural heritage sites and monuments in Azerbaijan and around the world. It has undertaken restoration projects in countries such as *Italy, Bulgaria, Pakistan, Azerbaijan*, and many other locations, aiming to preserve cultural and historical heritage.

Award Rules of Procedure

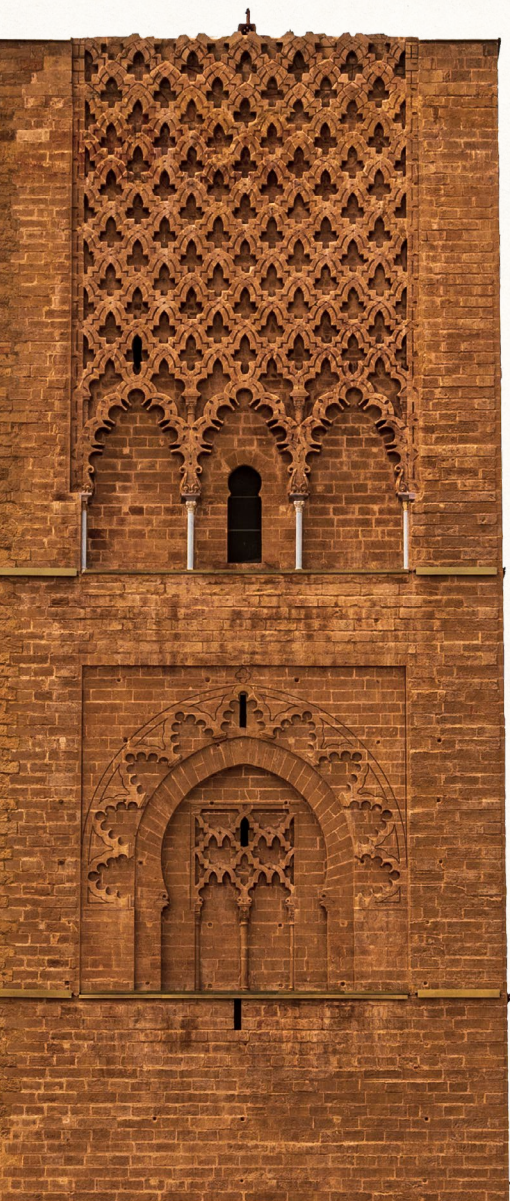
First: Announcement

1. The announcement will be published on the **ICESCO social media** and the **Heritage Portal**.
2. Official invitations will be sent to **National Commissions** to notify relevant authorities about the award and its timeline.
3. A submission template will be made available online and accessible to all **member states**.
4. The award cycle shall be formally announced on a biennial basis, occurring **once every two years**.



Second: Applications

5. Applications must be submitted through the form published on the Heritage Portal and the ICESCO website.
6. Applications must be officially signed and stamped by the head of the participating organization. Applications submitted by individuals must be signed by the applicant and stamped, if applicable.
7. Endorsement from the relevant National Commission is considered an added advantage. It may be included in the application with a signature and stamp or provided as a separate letter attached to the application.



Third: Award's Scientific committee and Secretariat

8. The scientific committee will be established to assess, evaluate and prepare the pre-final and final results of the submitted applications.
9. The Scientific Committee comprises five individual scientific experts with extensive experience in the award themes, as well as in heritage conservation and management within the Islamic world.
10. The Scientific Committee shall be established in accordance with the award's procedural requirements. The members of the Committee, including the experts, shall be appointed and selected by the Director General of ICESCO, based on their expertise, qualifications, and experience relevant to the award's objectives and criteria.

11. Scientific experts must not be members or advisors of any project management team or organization/institution submitting a project for the award.
12. ICESCO, through its Heritage Centre, and the Heydar Aliyev Foundation shall establish a joint team to serve as the Secretariat for both the Award Organization and the Scientific Committee
13. The secretariate shall perform all other duties necessary for the proper conduct of the work of the Committee.

Fourth: First assessment and shortlisted project

14. Applications that are incomplete or do not meet the required criteria will be excluded from the award competition.
15. Eligible projects, in accordance with the award eligibility criteria, will be submitted to the final jury.
16. One representative of each shortlisted project will be invited to the final ceremony.

Fifth: Evaluation Criteria, Prefinal, and Final Results

17. The evaluation of award applications shall be based on the following criteria:
 - Alignment with one of the award themes.
 - Demonstrated impact and outstanding results.
 - Exemplification of best practices and excellence.
 - Creativity and distinction.
 - Integration of technologies and innovations.
 - Community engagement and awareness-raising efforts.
 - Sustainability.
18. The Scientific Committee shall prepare the prefinal results, which will be subject to approval by the final jurors during the award ceremony.
19. The final results may be amended by the jurors following the final presentations of the shortlisted projects and subsequent discussions with the project managers or their designated representatives.

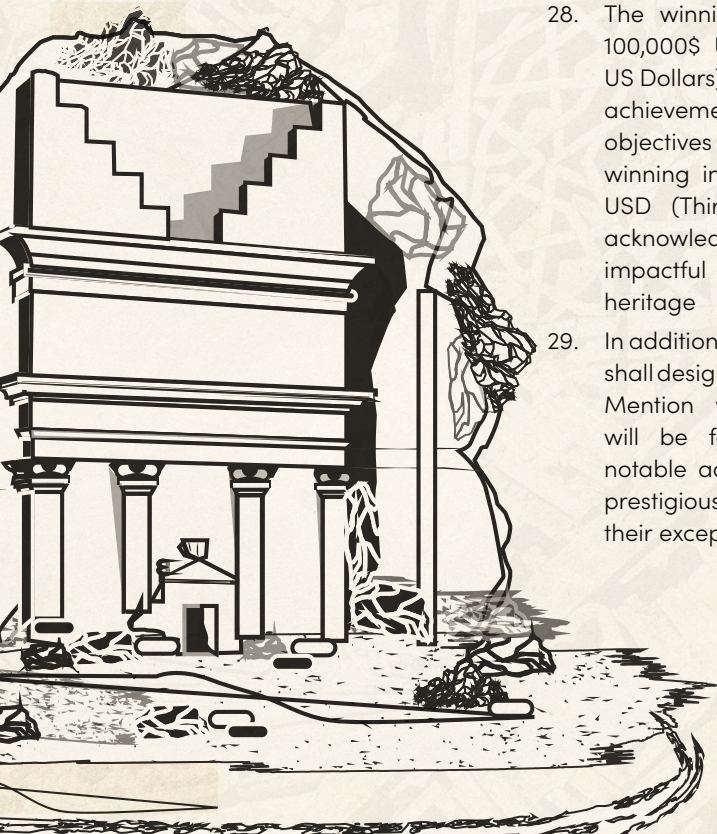
Sixth: Award Ceremony - the final Jury and Winners Announcement Results

20. The scientific committee member will be assigned to lead the final jury within the award ceremony.
21. Honorable guests may be invited to serve as members of the award's final jury, without the authority to approve or amend the prefinal results.

22. The international organizations UNESCO, ICOMOS, IUCN and ICCROM will be invited to the final ceremony as observers or honorable Jury guests.
23. The scientific committee members and secretariate can invite more organizations working in heritage management and conservation field as observers.
24. The final ceremony for the award winners will take place on 18th April of each year.
25. The ceremony will include presentation of each short-listed project, and discussion with Jurors.
26. ICESCO Director General (DG), or a representative on their behalf, will announce the final results and present the awards.

Seventh: The Award Prize

27. The award shall recognize two winners: one outstanding institutional project dedicated to the conservation of tangible cultural heritage, and one distinguished individual whose efforts have made a significant and lasting impact on the safeguarding of cultural heritage.
28. The winning project shall be awarded 100,000\$ USD (One Hundred Thousand US Dollars) in recognition of its exceptional achievement and contribution to the objectives and criteria of the award. The winning individual shall receive 30,000\$ USD (Thirty Thousand US Dollars) in acknowledgment of their dedication and impactful work in the field of cultural heritage preservation.
29. In addition to the primary award, the jurors shall designate a select group of Honorable Mention winners. These organizations will be formally recognized for their notable achievements and awarded the prestigious Shield Award in recognition of their exceptional contributions to the field.



Eight: Award proceeding and publication

30. Additional information may be requested from applicants after the winner announcement for publication purposes.
31. All projects with complete application will be published in a special publication for the award.





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